

Learn the simple strategies anyone can use to get more candidates.

RIKKA





TO HIRE BETTER, YOU NEED MORE

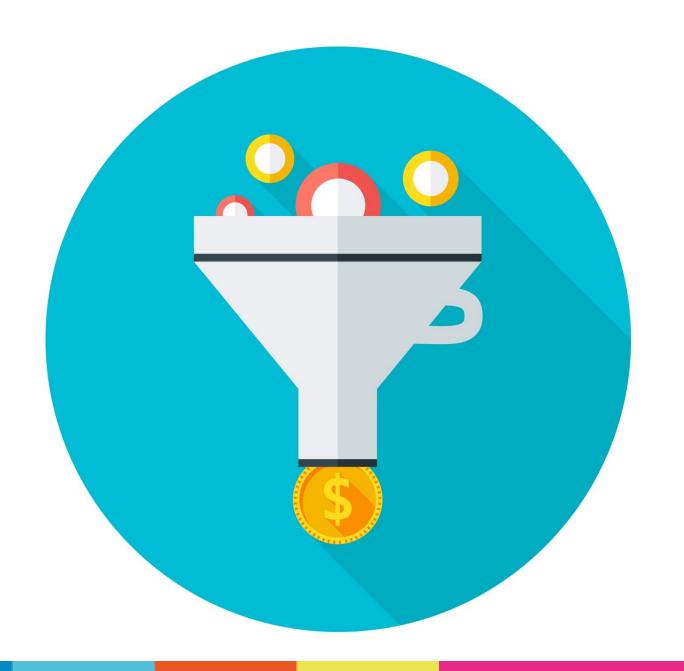
★QUALIFIED★CANDIDATES

GALLUP®

The Voice of Small Business.

Forbes

THE IMPOSSIBLE IS POSSIBLE







COST OF UNFILLED POSITIONS

Company Revenue

Divided By

of Employees

Divided By

220

Equals

Average Daily Revenue Per Employee

ıntuıt

COST OF UNFILLED POSITIONS

Company Revenue →

\$10,000,000

Divided By

of Employees →

100

Divided By

Avg # Of Working Days→

220

Equals

Average Daily Revenue Per Employee

ıntuıt

COST OF UNFILLED POSITIONS

Average Daily Revenue → \$454

Weekly Cost → \$2272

Monthly Cost → \$8300

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THE WAR FOR TALENT



I CAN DO THATE



JOB BOARDS JOB ADS



YOUR JOB DESCRIPTION A JOB AD

TELL & SELL ABOUT THE COMPANY

TELL & SELL ABOUT THE OPPORTUNITY









Let's Review

Your Job Description Is Not A Job Ad!

A Great Job Ad Includes:

A Tell & Sell About Company

A Tell & Sell About Opportunity

A Tell & Sell About Ideal Hire

A Call-To-Action

Does It Make You Want To Apply?

Post in Multiple Places



I CAN DO THATE

ATTRACTION MARKETING RECRUITING SALES

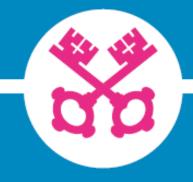






INDUSTRY EXPERIENCE PREFERRED

INTENTION



ATTITUDE

NETWORK LIKE RECRUITER

BETTER CANDIDATES GUARANTEED

CURIOSITY

I CAN DO THAT!

STRATEGIC SMALL TALK



HOW DID YOU END UP IN FARGO?



HOW DID YOU LAND IN SALES?



HOW DID YOU LAND WITH XYZ COMPANY?

Let's Review

HOW DID YOU END UP IN FARGO?

HOW DID YOU LAND IN SALES?

HOW DID YOU LAND WITH XYZ COMPANY?

I CAN DO THATE

RECRUITING FOR CUSTOMER FACING ROLES

COMPLIMENT

SPARK CURIOSITY

SUGGEST CONVERSATION

COMPLIMENT THEM



SPARK CURIOSITY



SUGGEST CONVERSATION



WHY IT WORKS

It's Unexpected

It's Flattering

Reduces Risk of Rejection

Easy Out

It's Story Time!



WHO ARE YOU DECIDE IF THEY ARE INTERESTED?

YOU DON'T KNOW

If they need more hours.

If they are overqualified (and bored)

If they really hate the... (late nights / early mornings)

YOU CAN'T RECRUIT

HAPPY EMPLOYEES



Let's Review

COMPLIMENT

SPARK CURIOSITY

SUGGEST CONVERSATION

TAKE ACTION!

I CAN DO THAT!

WHAT GREAT RECRUITING CAN'T FIX

WHAT TO DO?

Adjust to meet Reality

Improve Perks

Pay More

Present Solutions, Not Problems

Let's Review

YOUR JOB DESCRIPTION A JOB AD

I CAN DO THAT!

NETWORK LIKE RECRUITER

BETTER CANDIDATES GUARANTEED

CURIOSITY 8 STRATEGIC SMALL TALK

I CAN DO THAT!

RECRUITING FOR CUSTOMER FACING ROLES

COMPLIMENT

SPARK CURIOSITY

SUGGEST CONVERSATION

I CAN DO THAT!

BEWARE THE STATUS QUO

TAKE ACTION!

FREE RESOURCES!



Retail Price \$997 Special Governors Workforce Price \$797











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